

HARTLAND SIGN DEVELOPMENT PLAN

SIDP-2020-0004

February 24, 2020





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SIGN DEVELOPMENT PLAN

Submitted:
February 24, 2020

Prepared for:
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Hartland Signage Development Plan





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INTRODUCTION



Hartland Signage Development Plan



Project Overview

HARTLAND

Hartland is a residential neighborhood inspired by community connectivity, health and wellness, and its outdoor, natural surroundings. Imagine a place where you know your neighbors, the community park and trails are just out your front door, and where small town living is combined with the conveniences of today. Hartland is a place where you'll find as many friendly waves as front porches and as much modern style as hometown soul.

This document provides a unified sign design for the development, comprised of 844 single-family detached homes developed, over a phased timeframe, primarily under the TR-1 and TR-3 transitional zoning districts.

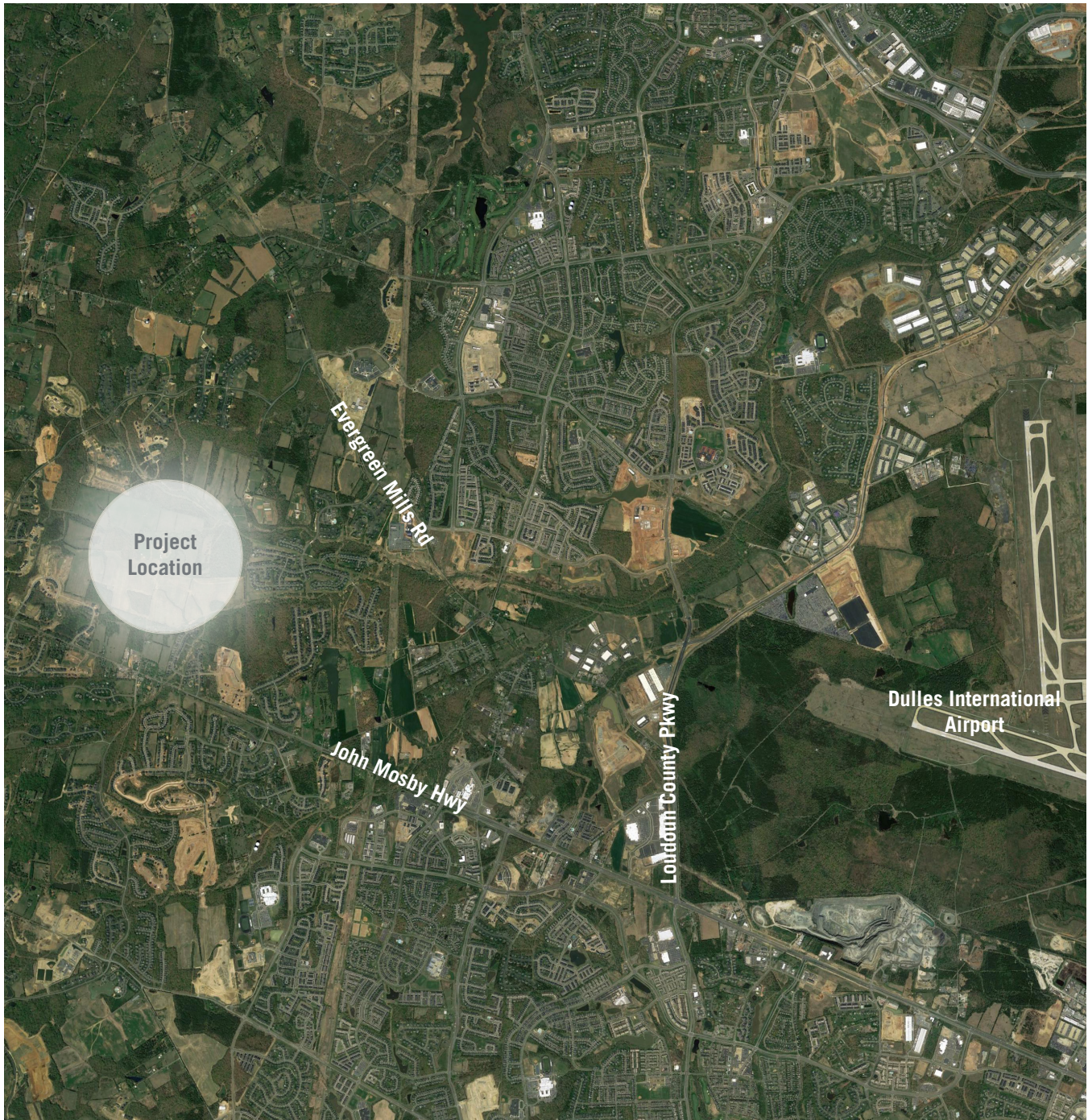
The consistent design of the signs throughout the Hartland development will unify the residences, amenity spaces, trail network, and pedestrian and vehicular wayfinding into one comprehensive community.



Project Location

VICINITY MAP

Hartland is located in Loudoun County, Virginia and is part of the Blue Ridge Election District. The site is bordered to the North and West by residential neighborhoods, to the East by Fleetwood Rd, and to the South by John Mosby Hwy.



Parcel Identification

HARTLAND PARCEL IDENTIFICATION TABLE

This Sign Development Plan addresses all of the parcels of land comprising Hartland, which, as of February 2020, are listed in the following table:

| Parcel ID # | Zoning District |
|-------------|-----------------|
| 244368224 | TR3UBF |
| 245459645 | TR1UBF |
| 284103552 | TR3UBF |
| 284287621 | TR3UBF |
| 285487020 | TR1UBF |
| 285395280 | TR1UBF |
| 285304849 | TR1UBF |
| 245265476 | TR1UBF |
| 245154099 | TR1UBF |
| 245153140 | TR2 |
| 285296818 | TR1UBF |
| 285199317 | RC |
| 285108373 | TR1UBF |



Statement of Justification

STATEMENT OF JUSTIFICATION

The intent of this Sign Development Plan (SIDP) is to provide a consistent and established set of guidelines for various types of signage throughout the community. The guidelines clearly set forth the development's expectations for quality, integrated signage as a means to enhance the visual environment of the community and provide clarity to pedestrian and vehicular wayfinding.

Through the consistent application of logos, typography, color palette, and materials, a visually-cohesive family of signs has been developed to identify the Hartland community. Each sign has been designed with careful consideration of the scale and proportional relationships between the family of signs, the sign's surroundings, and its intended user(s) - whether they are motorists, bicyclists, or pedestrians. Lettering sizes and styles have been carefully chosen to ensure clarity and readability.

All signs will have the same design framework, maintaining the familiarity of form to give emphasis to the different messages contained on the signs. The coordinated design of the signs reduces visual competition. Signs will be placed to orient, direct and inform residents and visitors as they travel within the community.

There will be little, if any, impact to the night sky; with only key signs to be illuminated. Those that are illuminated will have lighting that is shielded to direct light only onto the signs.

Lighting will use modern, energy efficient fixtures. Long-lasting, traditional materials such as stone and wood, as well as modern materials such as steel, will be used to be more sustainable and provide less impact to the environment.

The signs have been designed to be compatible with and reflect Loudoun County's character, which is reinforced through the architectural palette of the community and is complementary with the transition zone in which they are located. Many of the signs are located internally to the community to provide clear direction to the myriad of amenities. Signs are subordinate to and will support the structures and land uses within the community.



Sign Types

THE FAMILY OF SIGNS



1 P-1 Entry Monument Sign



2 P-2 Neighborhood Entry Monument



3 P-3 Primary Vehicular Directional Sign



4 P-4 Secondary Vehicular / Pedestrian Directional Sign



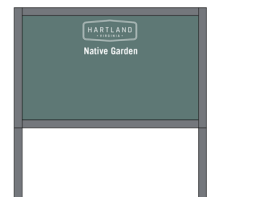
5 P-5 Primary Amenity Center Sign



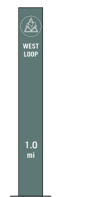
6 P-6 Amenity Information Sign



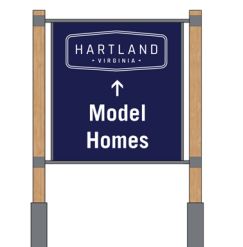
7 P-7 Community Feature Sign



8 P-8 Interpretive Sign Panel



9 P-9 Pedestrian Trail Post



A T-1 Directional Sign



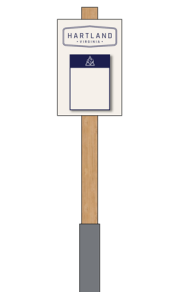
B T-2 Model Home Builders Information



C T-3 Model Name Sign



D T-4 Individual Lot Post



E T-5 Greeting Center Brochure Box

Sign Matrix

PERMANENT SIGNS

| SIGN TYPE | PAGE | PROPOSED HARTLAND SIGN TYPE | 1993 LOUDOUN COUNTY ZONING ORDINANCE REQUIREMENTS | PROPOSED HARTLAND REQUIREMENTS (Differences from the zoning ordinance requirements are highlighted in bold.) | SIGN LOCATION |
|--|------|---------------------------------|--|--|---|
| Non PD-H Residential Communities - Entrance Signs 5-1204 (D) (1) (C) | 24 | P-1 Entry Monument Sign | Max. Number of Signs: 1 / vehicular entrance | Max. Number of Signs: 1 / vehicular entrance (Total of 3 max.) | At perimeter vehicular entrances into the community. |
| | | | Max. Area of Any One Sign: 40 SF | Max. Area of Any One Sign: 20 SF | |
| | | | Background Structure Bonus Multiplier: 2 | Background Structure Bonus Multiplier: 2 | |
| | | | Max. Area of Background Structure: 80 SF | Max. Area of Background Structure: 100 SF | |
| | | | Max. Height of Background Structure: 5 FT | Max. Height of Background Structure: 5 FT | |
| | | | Illumination Permitted: None | Illumination Permitted: White Light | |
| | | | Min. Setback from ROW: 10 FT | Min. Setback from ROW: 10 FT | |
| | | | Type Permitted: Ground Mounted | Type Permitted: Ground Mounted | |
| | | | Max. Height of Sign: 5 FT | Max. Height of Sign: 5 FT | |
| | | | Additional Requirements: One sided only. Signs shall contain no advertising. | Additional Requirements: One sided only. Signs shall contain no advertising. | |
| | 25 | P-2 Neighborhood Entry Monument | Max. Number of Signs: 1 / vehicular entrance | Max. Number of Signs: 2 / vehicular or pedestrian entrance (Total of 6 max.) | On both sides of neighborhood entry points from the spine roads or County-wide transportation trails, or where County-wide transportation trails enter Hartland property. |
| | | | Max. Area of Any One Sign: 40 SF | Max. Area of Any One Sign: 3 SF | |
| | | | Background Structure Bonus Multiplier: 2 | Background Structure Bonus Multiplier: n/a | |
| | | | Max. Area of Background Structure: 80 SF | Max. Area of Background Structure: 15 SF | |
| | | | Max. Height of Background Structure: 5 FT | Max. Height of Background Structure: 5 FT | |
| | | | Illumination Permitted: None | Illumination Permitted: None | |
| | | | Min. Setback from ROW: 10 FT | Min. Setback from ROW: 5 FT | |
| | | | Type Permitted: Ground Mounted | Type Permitted: Ground Mounted | |
| | | | Max. Height of Sign: 5 FT | Max. Height of Sign: 5 FT | |
| | | | Additional Requirements: One sided only. Signs shall contain no advertising. | Additional Requirements: One sided only. Signs shall contain no advertising. | |



Sign Matrix

PERMANENT SIGNS

| SIGN TYPE | PAGE | PROPOSED HARTLAND SIGN TYPE | 1993 LOUDOUN COUNTY ZONING ORDINANCE REQUIREMENTS | PROPOSED HARTLAND REQUIREMENTS (Differences from the zoning ordinance requirements are highlighted in bold.) | SIGN LOCATION |
|--|------|---|---|---|--|
| Directional Signs, On-Site 5-1204 (D) (7) (j) | 26 | P-3 Primary Vehicular Directional Sign | Max. Number of Signs: n/a | Max. Number of Signs: 1 / vehicular entrance and at change in direction along roadways (Total of 6 max.) | Along spine roads (see plan). Signs shall be no closer than 200 FT to P-1 Entry Monument Signs. |
| | | | Max. Area of Any One Sign: 4 SF | Max. Area of Any One Sign: 24 SF | |
| | | | Max. Height of Background Structure: n/a | Max. Height of Background Structure: 8 SF | |
| | | | Illumination Permitted: Backlight or White Light | Illumination Permitted: None | |
| | | | Min. Setback from ROW: 5 FT | Min. Setback from ROW: 5 FT | |
| | | | Type Permitted: Freestanding | Type Permitted: Pole Mounted | |
| | | | Max. Height of Sign: 3 FT | Max. Height of Sign: 8 FT | |
| | 27 | P-4 Secondary Vehicular / Pedestrian Directional Sign | Additional Requirements: Signs shall be located only where there is a change in direction and shall contain no advertising, but may include the names and/or logos associated with the business or development. | Additional Requirements: Double sided, back to back ; Signs shall be located only where there is a change in direction and shall contain no advertising, but may include the names and/or logos associated with the business or development. | At changes in directions along roadways, trails and/or parking lots; use where multiple messages are required. |
| | | | Max. Number of Signs: n/a | Max. Number of Signs: 1 / change in direction along roadways, trails, and/or parking lots (Total of 4 max.) | |
| | | | Max. Area of Any One Sign: 4 SF | Max. Area of Any One Sign: 12 SF | |
| | | | Max. Height of Background Structure: n/a | Max. Height of Background Structure: 6 FT | |
| | | | Illumination Permitted: Backlight or White Light | Illumination Permitted: None | |
| | | | Min. Setback from ROW: 5 FT | Min. Setback from ROW: 5 FT | |
| | | | Type Permitted: Freestanding | Type Permitted: Pole Mounted or Ground Mounted | |
| | | | Max. Height of Sign: 3 FT | Max. Height of Sign: 6 FT | |
| | | | Additional Requirements: Signs shall be located only where there is a change in direction and shall contain no advertising, but may include the names and/or logos associated with the business or development. | Additional Requirements: Double sided, back to back ; Signs shall be located only where there is a change in direction and shall contain no advertising, but may include the names and/or logos associated with the business or development. | |



Sign Matrix

PERMANENT SIGNS

| SIGN TYPE | PAGE | PROPOSED HARTLAND SIGN TYPE | 1993 LOUDOUN COUNTY ZONING ORDINANCE REQUIREMENTS | PROPOSED HARTLAND REQUIREMENTS (Differences from the zoning ordinance requirements are highlighted in bold.) | SIGN LOCATION |
|---|------|---------------------------------|--|--|---|
| Private Recreation Parks 5-1204 (D) (7) (i) | 28 | P-5 Primary Amenity Center Sign | Total Aggregate Sign Area: 10 SF | Total Aggregate Sign Area: 50 SF | At vehicular entries to primary amenity sites (see plan). |
| | | | Max. Number of Signs: 2 | Max. Number of Signs: Up to 2 / primary amenity center on site (Total of 2 max.) | |
| | | | Max. Area of Any One Sign: 6 SF | Max. Area of Any One Sign: 10 SF | |
| | | | Max. Height of Background Structure: n/a | Max. Height of Background Structure: 7 FT | |
| | | | Illumination Permitted: None | Illumination Permitted: None | |
| | | | Min. Setback from ROW: 5 FT | Min. Setback from ROW: 5 FT | |
| | | | Type Permitted: Freestanding | Type Permitted: Pole Mounted | |
| | | | Max. Height of Sign: 6 FT | Max. Height of Sign: 6 FT | |
| Informational Signs 5-1204 (D) (7) (e) | 29 | P-6 Amenity Information Sign | Max. Number of Signs: 1 / use identifying locations such as restrooms, loading areas, etc. | Max. Number of Signs: 1 / use identifying locations such as restrooms, loading areas, etc. (Total of 2 max.) | At amenity / recreation areas only located on HOA facilities. |
| | | | Max. Area of Any One Sign: 2 SF | Max. Area of Any One Sign: 5 SF | |
| | | | Max. Height of Background Structure: n/a | Max. Height of Background Structure: 6 FT | |
| | | | Illumination: Backlight or White Light | Illumination: None | |
| | | | Min. Setback: 5 FT | Min. Setback: 5 FT | |
| | | | Type Permitted: Freestanding; Building Mounted | Type Permitted: Pole Mounted or Ground Mounted | |
| | | | Max. Height of Sign: 5 FT | Max. Height of Sign: 6 FT | |
| | | | Additional Requirements: Signs shall contain no advertising, but may include the names and/or logos associated with the business or development. | Additional Requirements: Signs shall contain no advertising, but may include the names and/or logos associated with the business or development. | |



Sign Matrix

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|---|------|-----------------------------|---|--|--|
| Private Recreation Parks 5-1204 (D) (7) (i) | 30 | P-7 Community Feature Sign | Total Aggregate Sign Area: 10 SF | Total Aggregate Sign Area: 25 SF | At community feature areas other than primary amenity centers, such as mail facilities, play lots, picnic areas, and other similar facilities, located on HOA facilities and HOA open space. Not to be located at trail heads. |
| | | | Max. Number of Signs: 2 | Max. Number of Signs: 1 / community feature (Total of 5 max.) | |
| | | | Max. Area of Any One Sign: 6 SF | Max. Area of Any One Sign: 2.5 FT | |
| | | | Max. Height of Background Structure: n/a | Max. Height of Background Structure: 6 FT | |
| | | | Illumination Permitted: None | Illumination Permitted: None | |
| | | | Min. Setback from ROW: 5 FT | Min. Setback from ROW: 5 FT | |
| | | | Type Permitted: Freestanding | Type Permitted: Pole Mounted | |
| | | | Max. Height of Sign: 6 FT | Max. Height of Sign: 6 FT | |
| | 31 | P-8 Interpretive Sign Panel | Total Aggregate Sign Area: 10 SF | Total Aggregate Sign Area: 50 SF | At amenity / recreational areas or along trails at natural, archeological, cultural, or historical site features. |
| | | | Max. Number of Signs: 2 | Max. Number of Signs: 1 / feature such as natural, archeological, cultural, or historical sites (Total of 2 max.) | |
| | | | Max. Area of Any One Sign: 6 SF | Max. Area of Any One Sign: 10 SF | |
| | | | Max. Height of Background Structure: n/a | Max. Height of Background Structure: 4 FT | |
| | | | Illumination Permitted: None | Illumination Permitted: None | |
| | | | Min. Setback from ROW: 5 FT | Min. Setback from ROW: 5 FT | |
| | | | Type Permitted: Freestanding | Type Permitted: Pole Mounted | |
| | | | Max. Height of Sign: 6 FT | Max. Height of Sign: 4 FT | |
| | 32 | P-9 Pedestrian Trail Post | Total Aggregate Sign Area: 10 SF | Total Aggregate Sign Area: 100 SF | At trail entrances, roadway/trail intersections, trail intersections and waypoints. Not to be collocated with P-7 signs. |
| | | | Max. Number of Signs: 2 | Max. Number of Signs: 1 / trail entrance, roadway and/or trail intersections, and waypoints (Total of 20 max.) | |
| | | | Max. Area of Any One Sign: 6 SF | Max. Area of Any One Sign: 2 SF | |
| | | | Max. Height of Background Structure: n/a | Max. Height of Background Structure: 4 FT | |
| | | | Illumination Permitted: None | Illumination Permitted: None | |
| | | | Min. Setback from ROW: 5 FT | Min. Setback from ROW: 5 FT | |
| | | | Type Permitted: Freestanding | Type Permitted: Ground Mounted | |
| | | | Max. Height of Sign: 6 FT | Max. Height of Sign: 4 FT | |



Sign Matrix

TEMPORARY SIGNS

| SIGN TYPE | PAGE | PROPOSED HARTLAND SIGN TYPE | 1993 LOUDOUN COUNTY ZONING ORDINANCE REQUIREMENTS | PROPOSED HARTLAND REQUIREMENTS (Differences from the zoning ordinance requirements are highlighted in bold.) | SIGN LOCATION |
|--|------|-----------------------------|---|--|---|
| Directional Signs, On-Site 5-1204 (D) (7) (j) | 34 | T-1 Directional Sign | Max. Number of Signs: n/a | Max. Number of Signs: 1 / change in direction along roadways (Total of 5 max.) | Located at perimeter entrances of the Hartland community, and between the the Info Center and the Model Homes. Sign(s) shall be removed within 15 days of when the last home ceases to be a model home. Signs shall not be located within required sight distance triangles at intersections. |
| | | | Max. Area of Any One Sign: 4 SF | Max. Area of Any One Sign: 8.25 SF | |
| | | | Max. Height of Background Structure: n/a | Max. Height of Background Structure: 5 FT | |
| | | | Illumination Permitted: Backlight or White Light | Illumination Permitted: None | |
| | | | Min. Setback from ROW: 5 FT | Min. Setback from ROW: 5 FT | |
| | | | Type Permitted: Freestanding | Type Permitted: Pole Mounted | |
| | | | Max. Height of Sign: 3 FT | Max. Height of Sign: 5 FT | |
| | | | Additional Requirements: Signs shall be located only where there is a change in direction and shall contain no advertising, but may include the names and/or logos associated with the business or development. | Additional Requirements: Single or double sided, back to back; Signs shall be located only where there is a change in direction and shall contain no advertising, but may include the names and/or logos associated with the business or development. | |



Sign Matrix

TEMPORARY SIGNS

| SIGN TYPE | PAGE | PROPOSED HARTLAND SIGN TYPE | 1993 LOUDOUN COUNTY ZONING ORDINANCE REQUIREMENTS | PROPOSED HARTLAND REQUIREMENTS (Differences from the zoning ordinance requirements are highlighted in bold.) | SIGN LOCATION |
|--|------|--|---|--|---|
| Real Estate - Residential For Sale Sign 5-1204 (D) (6) (a) | 35 | T-2 Model Home Builders Information Sign | Total Aggregate Sign Area: 6 SF (lots ≤ 10 acres) | Total Aggregate Sign Area: 4.5 SF / model home lot | At Model Home Lots only. Sign shall be removed within 15 days of when the home ceases to be a model home. |
| | | | Max. Number of Signs: 1 | Max. Number of Signs: 1 / model home lot and at parking lots (Total of 10 max.) | |
| | | | Max. Area of Any One Sign: 6 SF | Max. Area of Any One Sign: 4.5 SF | |
| | | | Max. Height of Background Structure: n/a | Max. Height of Background Structure: 4.5 FT | |
| | | | Illumination Permitted: None | Illumination Permitted: None | |
| | | | Min. Setback from ROW: 5 FT | Min. Setback from ROW: 5 FT | |
| | | | Type Permitted: Freestanding | Type Permitted: Pole Mounted | |
| | | | Max. Height of Sign: 6 FT | Max. Height of Sign: 4.5 FT | |
| | 36 | T-3 Model Name Sign | Total Aggregate Sign Area: 6 SF (lots ≤ 10 acres) | Total Aggregate Sign Area: 6 SF / model home lot (lots ≤ 10 acres) | At Model Home Lots only. Sign shall be removed within 15 days of when the home ceases to be a model home. |
| | | | Max. Number of Signs: 1 | Max. Number of Signs: 1 / model home lot (Total of 8 max.) | |
| | | | Max. Area of Any One Sign: 6 SF | Max. Area of Any One Sign: 6 SF | |
| | | | Max. Height of Background Structure: n/a | Max. Height of Background Structure: 2 FT | |
| | | | Illumination Permitted: None | Illumination Permitted: None | |
| | | | Min. Setback from ROW: 5 FT | Min. Setback from ROW: 5 FT | |
| | | | Type Permitted: Freestanding | Type Permitted: Pole Mounted | |
| | | | Max. Height of Sign: 6 FT | Max. Height of Sign: 2 FT | |
| | 37 | T-4 Individual Lot Post | Total Aggregate Sign Area: 6 SF (lots ≤ 10 acres) | Total Aggregate Sign Area: 1.5 SF / lot (lots ≤ 10 acres) | On each residential lot available for sale, except model home lots. Sign shall be removed within 15 days of the occupancy of the residence. Not to be located on model home lots that have T-2 and T-3 signs. |
| | | | Max. Number of Signs: 1 | Max. Number of Signs: 1 / lot | |
| | | | Max. Area of Any One Sign: 6 SF | Max. Area of Any One Sign: 1.5 SF | |
| | | | Max. Height of Background Structure: n/a | Max. Height of Background Structure: 4.5 FT | |
| | | | Illumination Permitted: None | Illumination Permitted: None | |
| | | | Min. Setback from ROW: 5 FT | Min. Setback from ROW: 5 FT | |
| | | | Type Permitted: Freestanding | Type Permitted: Pole Mounted | |
| | | | Max. Height of Sign: 6 FT | Max. Height of Sign: 4.5 FT | |

Sign Matrix

TEMPORARY SIGNS

| SIGN TYPE | PAGE | PROPOSED HARTLAND SIGN TYPE | 1993 LOUDOUN COUNTY ZONING ORDINANCE REQUIREMENTS | PROPOSED HARTLAND REQUIREMENTS (Differences from the zoning ordinance requirements are highlighted in bold.) | SIGN LOCATION |
|--|------|----------------------------------|--|--|--|
| Real Estate - Residential - Residential Subdivision 5-1204 (D) (6) (b) | 38 | T-5 Greeting Center Brochure Box | Max. Number of Signs: 1 / vehicular entrance to subdivision from state ROW | Max. Number of Signs: 1 / info center only (Total of 1 max.) | At Info Center only. Sign(s) shall be removed within 15 days of when sales center ceases to be a sales center. |
| | | | Max. Area of Any One Sign: 20 SF | Max. Area of Any One Sign: 3 SF | |
| | | | Max. Height of Background Structure: n/a | Max. Height of Background Structure: 6 FT | |
| | | | Illumination Permitted: None | Illumination Permitted: None | |
| | | | Min. Setback from ROW: 5 FT | Min. Setback from ROW: 5 FT | |
| | | | Type Permitted: Freestanding | Type Permitted: Pole Mounted | |
| | | | Max. Height of Sign: 6 FT | Max. Height of Sign: 6 FT | |
| | | | Additional Requirements: Total Aggregate Sign Area of all real estate signs within the subdivision which front on a public road shall be no more than four (4) square feet per lot fronting on the road. | Additional Requirements: None | |





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GENERAL SIGN SPECIFICATIONS



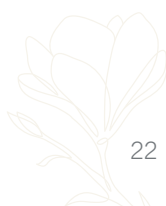
Hartland Signage Development Plan



General Notes

SIGN SPECIFICATIONS

1. The signs within Hartland shall be erected and constructed in substantial conformance with the designs illustrated in this Sign Development Plan (SIDP).
2. All Permanent Signs approved as part of this SIDP shall obtain sign permits to ensure conformance with the sign plan, as required by the Zoning Ordinance.
3. Illustrations in this SIDP show the maximum size of signs; actual signs may be smaller. All signs are subject to final design and engineering and may be modified provided they are determined by the Zoning Administrator to be in substantial conformance with the approved SIDP.
4. All signs shall comply with all applicable building code requirements.
5. All signs shall comply with the applicable requirements of the Zoning Ordinance pertaining to visibility clearance at intersections.
6. Notwithstanding the number of signs shown in this SIDP, the applicant shall have no obligation to construct every sign shown and is not subject to a prescribed timeline for implementation of the SIDP.
7. Sign copy and images shown in sign graphics are for illustrative purposes only to demonstrate application and will be replaced by applicable text and images for the specific sign location. In this reference, the Hartland logo is not considered an image.
8. Hartland retains the right to replace any of the materials specified herein in the event suitable alternative materials become available, to the extent the alternatives provide the same general appearance and performance as materials specified.
9. Hartland retains the right to change the logos, typography, and/or color palette described herein at such time as it deems such a change is necessary or desirable. Any such changes to logos, typography, and/or colors shall be submitted in writing to the Zoning Administrator.
10. The Sign Location Map included herein depicts the general distribution of signs throughout the development. Flexibility in the precise location of signs is permitted under the SIDP so long as siting is generally consistent with the guidelines and provisions provided herein.
11. This SIDP shall not preclude any property owner in Hartland from erecting a for sale, for lease, for rent or other appropriate real estate sign on their respective properties, as permitted by the governing Zoning Ordinance regulations.
12. The sign area provides the maximum square footage. Sign area may be reduced provided the sign is proportionate to the sign depicted.
13. Signs otherwise permitted by Section 5-1200 of the Revised 1993 Zoning Ordinance and not included or addressed in this SIDP (i.e. regulatory signs, construction-related signs, etc.) shall be permitted to be installed as provided for by the Ordinance. Such signs shall use materials and color palettes in substantial conformance with the materials and colors used in this SIDP.
14. As used in this SIDP, the term “spine road” is defined as an interior street which provides connection though the community between off-site public roads.
15. As used in this SIDP, the term “trail” is defined as a non-vehicular private recreation path designated for pedestrian and/or bicycle use. Trails may be asphalt and/or natural surfaces (gravel, mulch, etc.).
16. No residential signs included in this sign plan will be located on industrially zoned land.



Branding and Logo

SIGN SPECIFICATIONS

Primary and secondary logos have been developed to provide a distinct identity for Hartland, as illustrated below. These logos, along with the Magnolia Pattern, will be incorporated into various signage elements, as an element of the sign program. Their use, size, proportion, and color will be consistent with the provisions of the Hartland Brand Standards Manual.

All uses of the logos throughout the property shall be consistent in proportion, colors, and typeface, and comply with the Hartland Brand Standards Manual.

The design, typeface text, and colors of the Hartland Logo and Community Brand may be modified by the developer in the future without the need to amend this SIDP. Should the Hartland Logo and/or Brand Standards be modified or revised, an implementation plan to update existing signage elements as necessary and appropriate to reflect the new Hartland Logo and/or Brand Standards will be developed in order to maintain general continuity and consistency throughout the community.



PRIMARY LOGO



SECONDARY LOGO



MAGNOLIA PATTERN



Typography

SIGN SPECIFICATIONS

Standard typography will be used for all Hartland signs in order to ensure continuity and consistency throughout the community.

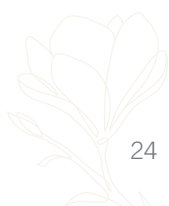
The standard typography will be Trade Gothic Family font.

TRADE GOTHIC FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



Color Palette

SIGN SPECIFICATIONS

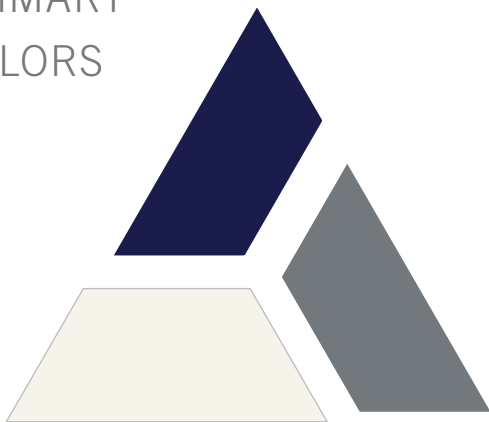
Permanent and Temporary signs shall use the below shown colors in their design, except as otherwise noted. These colors will be used for various signage components including the Hartland Logo, lettering, accent features, and background structures.

Primary Colors shall serve as the foundation for Hartland's graphic identity color palette. These colors are recommended as the predominant colors for the signage components. Secondary Colors are

recommended as accent colors for graphic elements and are utilized primarily to distinguish community amenities from directional signage.

Colors shall be applied by paint, powder-coat, stain, film or other means as may be appropriate to the sign or sign structure material.

PRIMARY COLORS



PMS 2766 C
100 / 96 / 37 / 39

3 / 3 / 7 / 0

RGB 245 / 241 / 233
HEX f5f1e9

PMS 2767 U
76 / 68 / 40 / 25

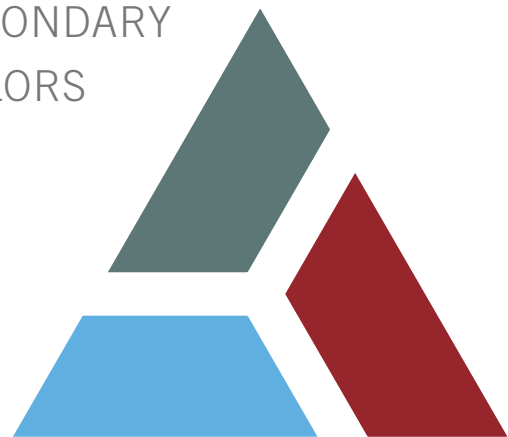
RGB 28 / 30 / 77
HEX 1c1e4d

PMS Cool Gray 9 C
57 / 46 / 43 / 10

PMS Cool Gray 11 U
56 / 44 / 42 / 8

RGB 116 / 120 / 124
HEX 74787c

SECONDARY COLORS



PMS 5487 C
66 / 41 / 49 / 13

PMS 292 C
58 / 16 / 0 / 0

PMS 7622 C
27 / 95 / 86 / 24

PMS 5615 U
61 / 42 / 52 / 13

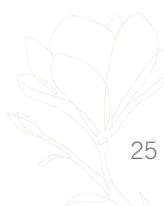
PMS 291 U
48 / 13 / 0 / 0

PMS 187 U
25 / 78 / 57 / 9

RGB 94 / 120 / 117
HEX 5e7875

RGB 99 / 176 / 226
HEX 63b0e2

RGB 151 / 40 / 44
HEX 97282c



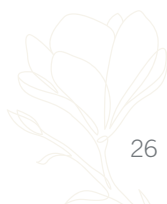
Sign Lighting

SIGN SPECIFICATIONS

Certain signs, as specified in the SIDP, may be illuminated with ground mounted, in-ground white lights or internal illumination.

All sign lighting shall be designed to adhere to the following standards:

1. Lights shall be adjustable for angle and/or hooded or shielded to direct light only onto the sign.
2. Fixtures shall be black or bronze.
3. Illumination levels will be no greater than necessary for a light's intended purpose.
4. No animation, neon, or moving lights shall be permitted for any sign.
5. The light fixture quantity and locations at each sign will be determined based on the size and location of each individual sign, and detailed in the guidelines for each sign type.



SIGN LOCATION MAP



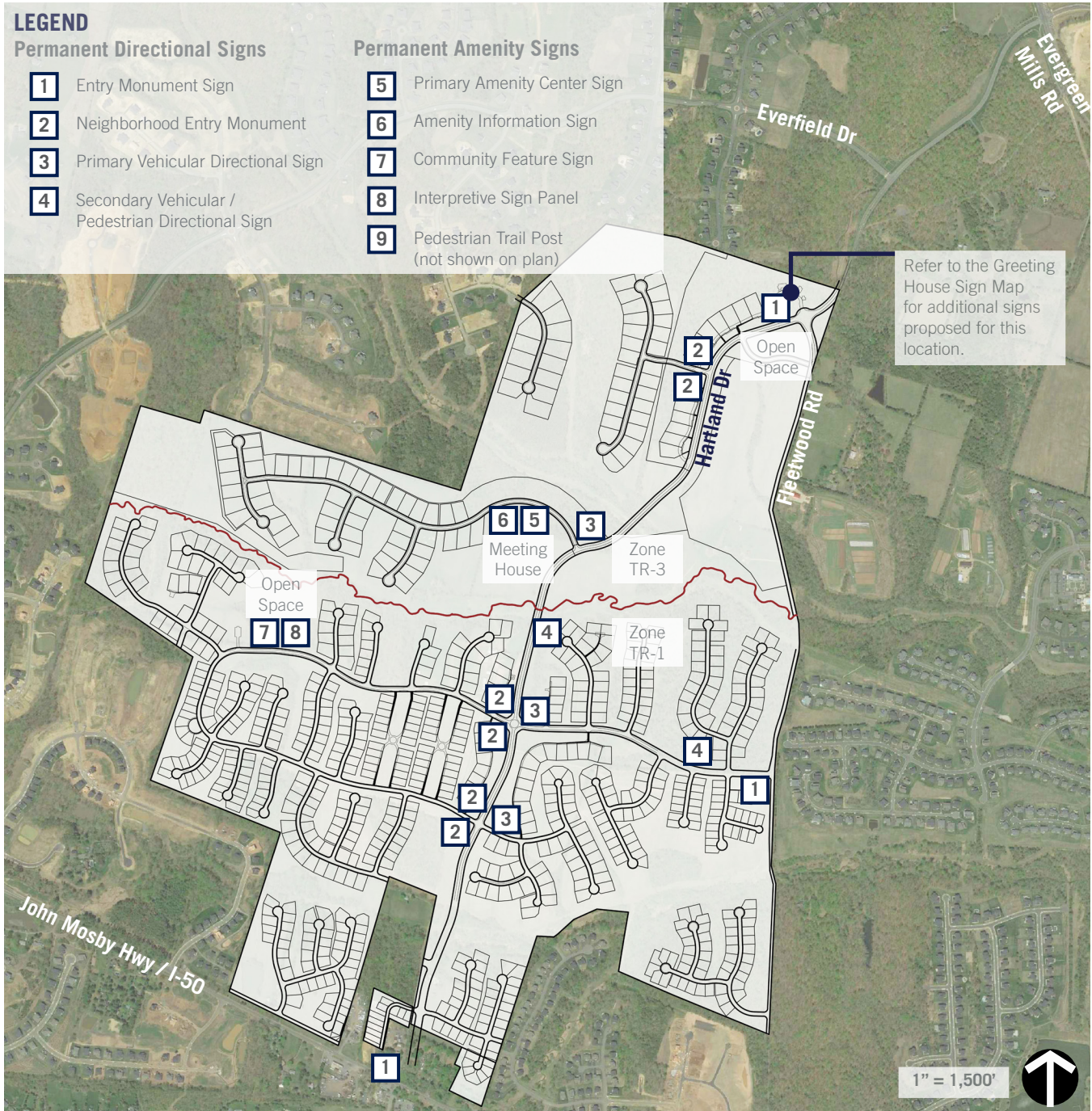
Hartland Signage Development Plan



Overall Sign Map

PERMANENT SIGNS

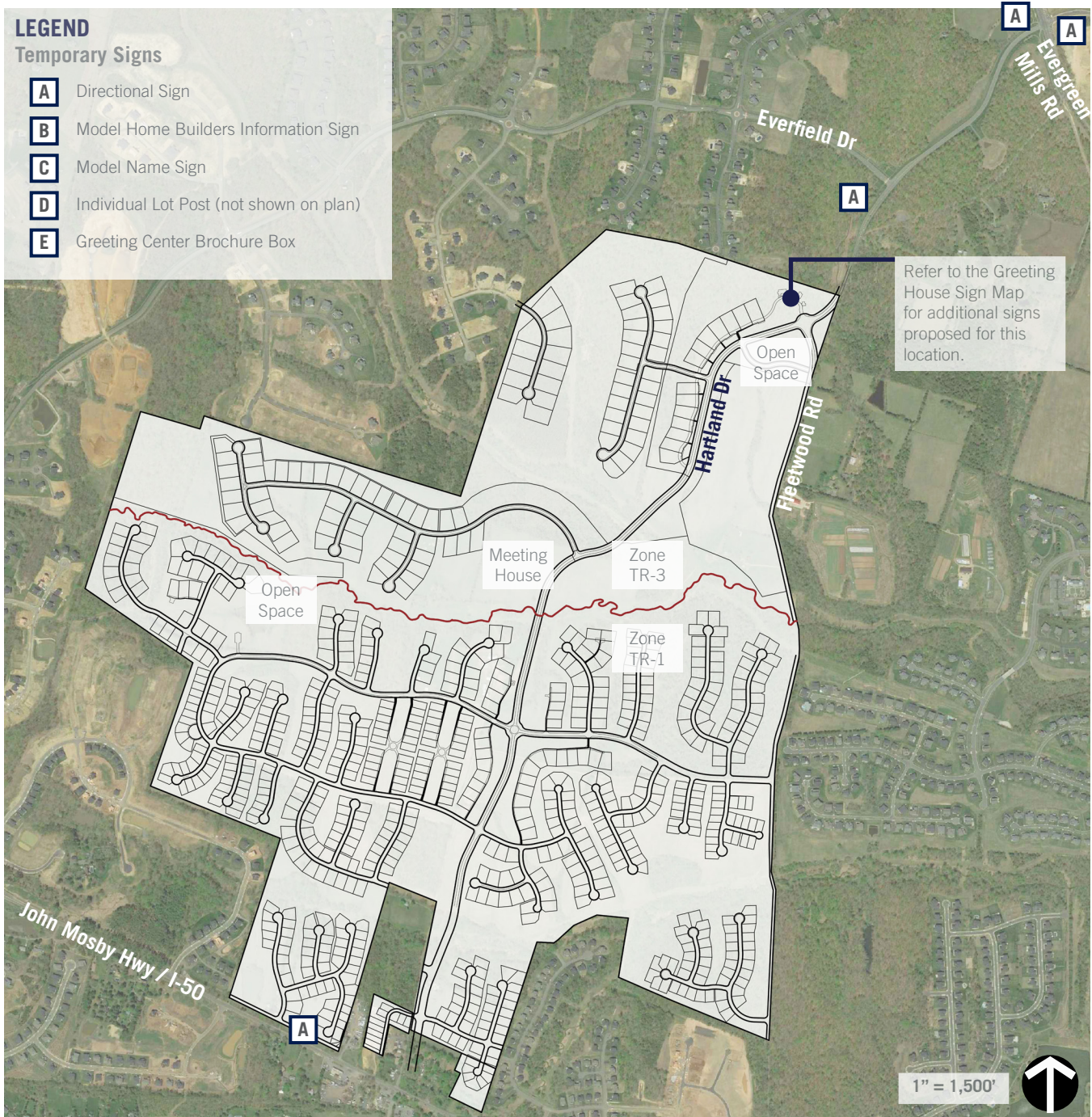
Directional Signs are intended to provide motorists with clear direction into the community and guide visitors to the myriad of amenities. Amenity Signs are pedestrian-scaled signs intended to inform visitors of Hartland's key amenity areas and community features. The below sign location map depicts the appropriate application of the Permanent Signs, however it does not include all sign types or total number of signs requested as part of this SIDP.



Overall Sign Map

TEMPORARY SIGNS

Temporary Signs are utilized for the direction and identification of model home lots and to provide information to potential purchasers. The below sign location map depicts the appropriate application of the Temporary Signs, however it does not include all sign types or total number of signs requested as part of this SIDP.



Greeting House Sign Map

PERMANENT SIGNS

As the Info Center and hub of the Hartland community, the Greeting House is the first stop for many visitors. As such, both Directional Signs and Amenity Signs are utilized to direct visitors to this destination. The below sign location map depicts the appropriate application of the Permanent Signs, however it does not include all sign types or total number of signs requested as part of this SIDP.

LEGEND

Permanent Directional Signs

- 1** Entry Monument Sign
- 2** Neighborhood Entry Monument
- 3** Primary Vehicular Directional Sign
- 4** Secondary Vehicular / Pedestrian Directional Sign

Permanent Amenity Signs

- 5** Primary Amenity Center Sign
- 6** Amenity Information Sign
- 7** Community Feature Sign
- 8** Interpretive Sign Panel
- 9** Pedestrian Trail Post (not shown on plan)



Greeting House Sign Map

TEMPORARY SIGNS

Temporary Signs are utilized during the home sales period to direct potential purchaser to the model homes, and provide important model and builder information. These signs are utilized only for as long as the model homes are open within the community. The below sign location map depicts the appropriate application of the Temporary Signs, and example locations of where the signs may go. It is not a comprehensive map as these signs will be located on model homes and lots throughout the community.

LEGEND

Temporary Signs

- A** Directional Sign
- B** Model Home Builders Information Sign
- C** Model Name Sign
- D** Individual Lot Post (not shown on plan)
- E** Greeting Center Brochure Box





SIGNS: PERMANENT



Hartland Signage Development Plan



Permanent Signs

(P-1) ENTRY MONUMENT SIGN

Entry Monument Signs shall be located at prominent points of access to the Hartland community from surrounding public roads and major intersections. The purpose of this sign is to identify the the vehicular perimeter entrances of the Hartland community.

Guidelines

Max. Number of Signs: 1 / vehicular entrance

Max. Area of Any One Sign: 20 SF

Background Structure Bonus Multiplier: 2

Max. Area of Background Structure: 100 SF

Max. Height of Background Structure: 5 FT

Illumination Permitted: White Light

Min. Setback: 10 FT

Type Permitted: Ground Mounted

Max. Height of Sign: 5 FT

Additional Requirements: One sided only. Sign shall contain no advertising.

Description

Structure: Natural stone veneer with masonry core wall and concrete footing

Sign Materials: 4" thick powder-coated aluminum letters, mounted to top of wall

Lighting: White Light Illumination, Directed onto sign panel(s) only. Max. 2 light fixtures per sign location.

Location

At each perimeter vehicular entrance into the community from major off-site public roads. Exact location may change if determined by the Zoning Administrator to be in substantial conformance with the plan.



Permanent Signs

(P-2) NEIGHBORHOOD ENTRY MONUMENT

The Neighborhood Entry Monument is used to denote the entry to the various neighborhoods of the Hartland community. The Entry Monument Sign is to be located on both sides of neighborhood entry points from the spine roads or County-wide transportation trails, or where County-wide transportation trails enter Hartland property.

Guidelines

Max. Number of Signs: 2 / vehicular or pedestrian entrance

Max. Area of Any One Sign: 3 SF

Background Structure Bonus Multiplier: n/a

Max. Area of Background Structure: 15 SF

Max. Height of Background Structure: 5 FT

Illumination Permitted: None

Min. Setback: 5 FT

Type Permitted: Ground Mounted

Max. Height of Sign: 5 FT

Additional Requirements: One sided only. Signs shall contain no advertising.

Description

Structure: Natural stone veneer with masonry core wall and concrete footing

Sign Materials: Powder-coated aluminum sign panel with direct print lettering or applied vinyl lettering, pin-mounted to structure

Lighting: None

Location

On both sides of neighborhood entry points from the spine roads or County-wide transportation trails, or where County-wide transportation trails enter Hartland property. Monument signs shall be directly across the street or trail from each other. Exact location may change if determined by the Zoning Administrator to be in substantial conformance with the plan.



Permanent Signs

(P-3) PRIMARY VEHICULAR DIRECTIONAL SIGN

Primary Vehicular Directional Signs will provide directional information to drivers along spine roads at the primary entry points to specific amenities and locations within the Hartland community.

Guidelines

Max. Number of Signs: 1 / vehicular entrance and at change in direction along roadways

Max. Area of Any One Sign: 24 SF

Max. Height of Background Structure: 8 SF

Illumination Permitted: None

Min. Setback: 5 FT

Type Permitted: Pole Mounted

Max. Height of Sign: 8 FT

Additional Requirements: Double sided, back to back; Signs shall be located only where there is a change in direction and shall contain no advertising, but may include the names and/or logos associated with the business or development.

Description

Structure: Clear coated cedar post with natural stone wall base; wall to be natural stone veneer with masonry core wall and concrete footing

Sign Materials: 0.40" thick powder-coated aluminum sign panel with square tube aluminum frame, bracket assembly fastener, direct print lettering. Frame to open on one side to allow panels to slide in and out.

Text Height: 4"

Lighting: None

Location

Along spine roads, no closer than 200 feet from Village Entry Sign. Exact location may change if determined by the Zoning Administrator to be in substantial conformance with the plan.



Permanent Signs

(P-4) SECONDARY VEHICULAR / PEDESTRIAN DIRECTIONAL SIGN

Secondary Vehicular/Pedestrian Directional Signs will provide directional guidance along internal community roads, parking areas and trails for locations where multiple messages / destinations must be displayed. These signs are moderate in size.

Guidelines

Max. Number of Signs: 1 / change in direction along roadways

Max. Area of Any One Sign: 12 SF

Max. Height of Background Structure: 6 FT

Illumination Permitted: None

Min. Setback: 5 FT

Type Permitted: Pole Mounted or Ground Mounted

Max. Height of Sign: 6 FT

Additional Requirements: Double sided, back to back; Signs shall be located only where there is a change in direction and shall contain no advertising, but may include the names and/or logos associated with the business or development.

Description

Structure: Clear coated cedar post with natural stone wall base; wall to be natural stone veneer with masonry core wall and concrete footing

Sign Materials: 0.40" thick powder-coated aluminum sign panel with square tube aluminum frame, bracket assembly fastener, direct print lettering. Frame to open on one side to allow panels to slide in and out.

Text Height: 3"

Lighting: None

Location

At changes in directions along roadways, trails, and/or parking lots within each village; use where multiple messages are required. Exact location may change if determined by the Zoning Administrator to be in substantial conformance with the plan.



Permanent Signs

(P-5) PRIMARY AMENITY CENTER SIGN

A Primary Amenity Center Sign is used to identify the facility from a vehicular vantage point, at the vehicular entrance to the center. Primary Amenity Centers are large complexes of multiple facilities grouped together on a single larger parcel.

Guidelines

Total Aggregate Sign Area: 50 SF

Max. Number of Signs: Up to 2 / primary amenity center on site

Max. Area of Any One Sign: 10 SF

Max. Height of Background Structure: 7 FT

Illumination Permitted: None

Min. Setback: 5 FT

Type Permitted: Pole Mounted

Max. Height of Sign: 6 FT

Description

Structure: Clear coated cedar post with square metal sleeve and powder-coated aluminum fin; direct burial/ embedded post

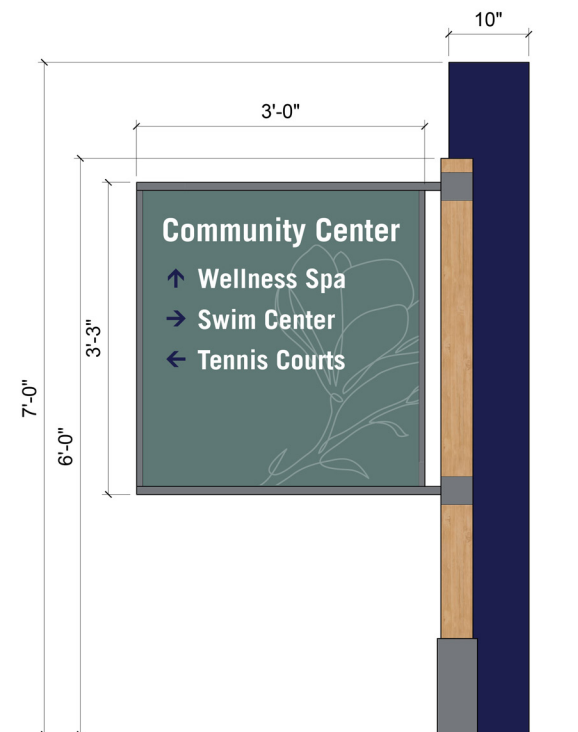
Sign Materials: 0.40" thick powder-coated aluminum sign panel with square tube aluminum frame, bracket assembly fastener, direct print lettering, chemically etched graphic

Text Height: 3", 2.5"

Lighting: None

Location

At vehicular entries to primary amenity center sites. Exact location may change if determined by the Zoning Administrator to be in substantial conformance with the plan.



Permanent Signs

(P-6) AMENITY INFORMATION SIGN

Amenity Information Signs will be provided at amenities to give information to identify the amenity, provide for hours of operation, and also provide for any rules for the use of the facility/amenity.

Guidelines

Max. Number of Signs: 1 / use identifying locations such as restrooms, loading areas, etc.

Max. Area of Any One Sign: 5 SF

Max. Height of Background Structure: 6 FT

Illumination: None

Min. Setback: 5 FT

Type Permitted: Pole Mounted or Ground Mounted

Max. Height of Sign: 6 FT

Additional Requirements: Signs shall contain no advertising, but may include the names and/or logos associated with the business or development.

Description

Structure: Clear coated cedar post with natural stone wall base; wall to be natural stone veneer, with masonry core wall and concrete footing

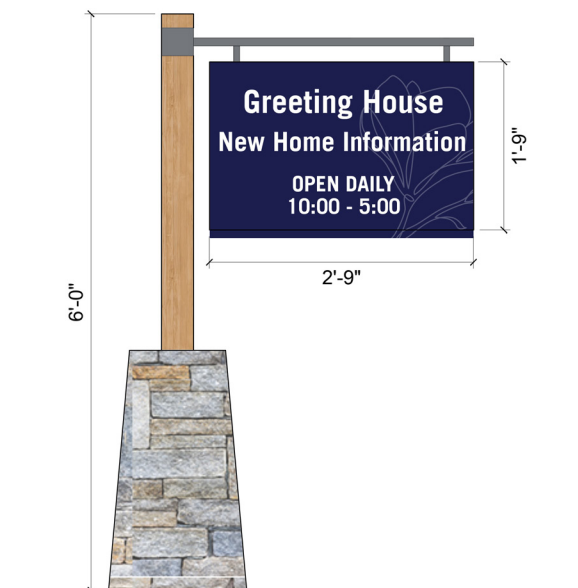
Sign Materials: 0.40" thick powder-coated aluminum sign panel with square tube aluminum arm, bracket assembly fastener, direct print lettering, chemically etched graphic panel

Text Height: 3", 2.5", 2"

Lighting: None

Location

At amenity/recreation areas only located on HOA facilities. Exact location may change if determined by the Zoning Administrator to be in substantial conformance with the plan.



Permanent Signs

(P-7) COMMUNITY FEATURE SIGN

A Community Feature Sign will identify smaller neighborhood parks or gathering spaces located throughout the community including places such as dog parks, community gardens, individual sports courts, play grounds, and other recreational / community facilities used by residents and are typically located on commonly owned open space.

Guidelines

Total Aggregate Sign Area: 25 SF

Max. Number of Signs: 1 / community feature

Max. Area of Any One Sign: 2.5 SF

Max. Height of Background Structure: 6 FT

Illumination Permitted: None

Min. Setback: 5 FT

Type Permitted: Pole Mounted

Max. Height of Sign: 6 FT

Description

Structure: Clear coated cedar post with square metal sleeve; direct burial/embedded post

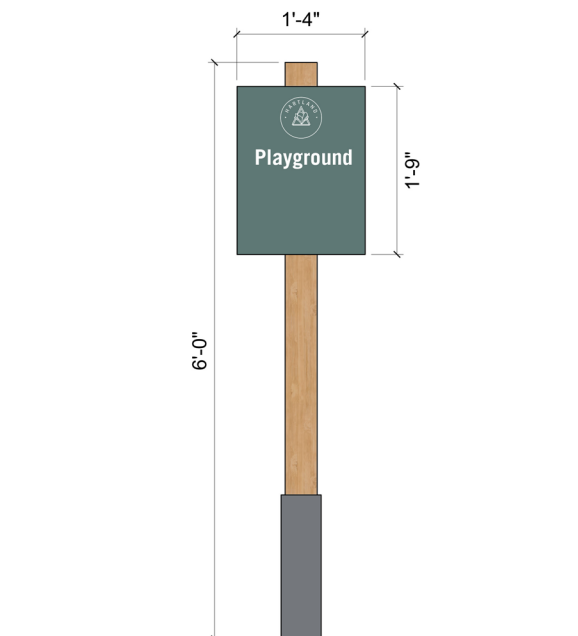
Sign Materials: 6mm polymetal powder-coated sign panel, direct print lettering, screws to be hidden

Text Height: 2"

Lighting: None

Location

At community feature areas other than primary amenity centers, such as play lots, community gardens, exercise areas, and other similar facilities, located on HOA facilities, HOA open space, farm lands, and Conservancy open space. Not to be located at trail heads. Exact location may change if determined by the Zoning Administrator to be in substantial conformance with the plan.



Permanent Signs

(P-8) INTERPRETIVE SIGN PANEL

Interpretive Sign Panels will be used to provide educational interpretive information for natural, historical or cultural points of interest along pedestrian ways within the community. Sign panels may contain explanatory text, photographs or illustrations that contribute to the understanding of the significance of the particular site and its surroundings.

Guidelines

Total Aggregate Sign Area: 50 SF

Max. Number of Signs: 1 / feature such as natural, archaeological, cultural, or historical sites

Max. Area of Any One Sign: 10 SF

Max. Height of Background Structure: 4 FT

Illumination Permitted: None

Min. Setback: 5 FT

Type Permitted: Ground Mounted

Max. Height of Sign: 4 FT

Description

Structure: 2" thick square tube powder-coated aluminum frame; direct burial/embedded post

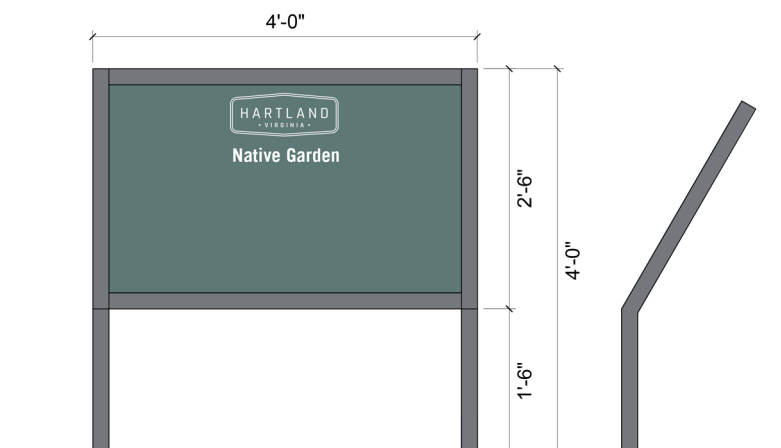
Sign Materials: 0.40" thick powder-coated aluminum sign panel with decorative bolts in corners to allow panel to be changed, direct print lettering

Text Height: 1.75"

Lighting: None

Location

At amenity/recreational areas or along trails at natural, archeological, cultural, or historic site features. Exact location may change if determined by the Zoning Administrator to be in substantial conformance with the plan.



Permanent Signs

(P-9) PEDESTRIAN TRAIL POST

Pedestrian Trail Posts will provide guidance for the user's of Hartland's trail system by identifying the particular trail name and providing milepost and/or directional information to trail users.

Guidelines

Total Aggregate Sign Area: 100 SF

Max. Number of Signs: 1 / trail entrance, roadway and/or trail intersections, and 1-mile marker

Max. Area of Any One Sign: 2 SF

Max. Height of Background Structure: 4 FT

Illumination Permitted: None

Min. Setback: 5 FT

Type Permitted: Ground Mounted

Max. Height of Sign: 4 FT

Description

Structure: 1/4" thick powder-coated steel trail post with metal base plate; to be anchored onto concrete pad

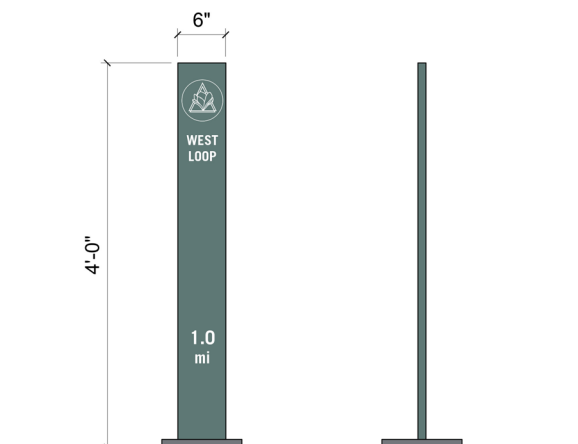
Sign Materials: vinyl lettering directly applied to trail post

Text Height: 1"

Lighting: None

Location

At trail entrances, roadway/trail intersections, trail intersections and waypoints. Not to be co-located with P-7 signs. Exact location may change if determined by the Zoning Administrator to be in substantial conformance with the plan.



SIGNS: TEMPORARY



Hartland Signage Development Plan



Temporary Signs

(T-1) DIRECTIONAL SIGN

The Directional Sign will direct vehicular drivers to the perimeter entrances of the Hartland community from major off-site public roads, and from the Visitors/Sales Center to the Model Homes only for as long as the model homes are open within the community.

Guidelines

Max. Number of Signs: 1 / change in direction along roadways and/or

Max. Area of Any One Sign: 8.25 SF

Max. Height of Background Structure: 5 FT

Illumination Permitted: None

Min. Setback: 5 FT

Type Permitted: Pole Mounted

Max. Height of Sign: 5 FT

Additional Requirements: Single or double sided, back to back; Signs shall be located only where there is a change in direction and shall contain no advertising, but may include the names and/or logos associated with the business or development.

Description

Structure: Clear coated cedar post with square metal sleeve; direct burial/embedded post

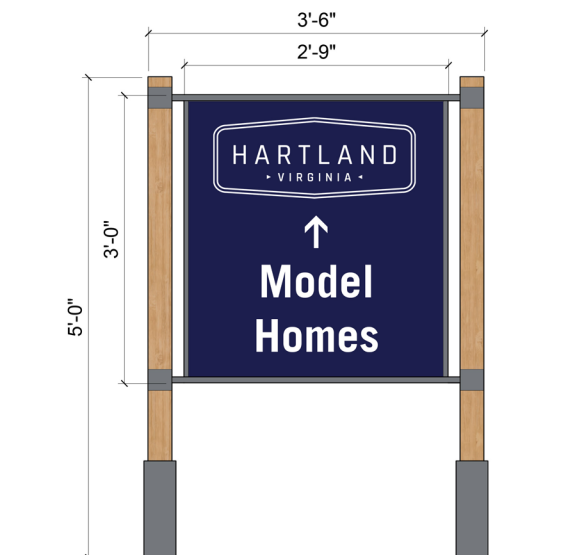
Sign Materials: 0.40" thick powder-coated aluminum sign panel with square tube aluminum frame, bracket assembly fastener, direct printed lettering

Text Height: 4"

Lighting: None

Location

Located at perimeter entrances of the Hartland community, and between the the Info Center and the Model Homes. Signs shall be removed within 15 days of when the last home ceases to be a model home. Exact location may change if determined by the Zoning Administrator to be in substantial conformance with the plan. Signs shall not be located within required sight distance at intersections.



Temporary Signs

(T-2) MODEL HOME BUILDERS INFORMATION SIGN

The Model Home Builders Information Sign provides the specific information identifying who a particular model home builder is as well as the hours and contact information for the builder.

Guidelines

Total Aggregate Sign Area: 4.5 SF / model home lot

Max. Number of Signs: 1 / model home lot and at parking lots

Max. Area of Any One Sign: 4.5 SF

Max. Height of Background Structure: 4.5 FT

Illumination Permitted: None

Min. Setback: 5 FT

Type Permitted: Pole Mounted

Max. Height of Sign: 4.5 FT

Description

Structure: Clear coated cedar post with square metal sleeve; direct burial/embedded post

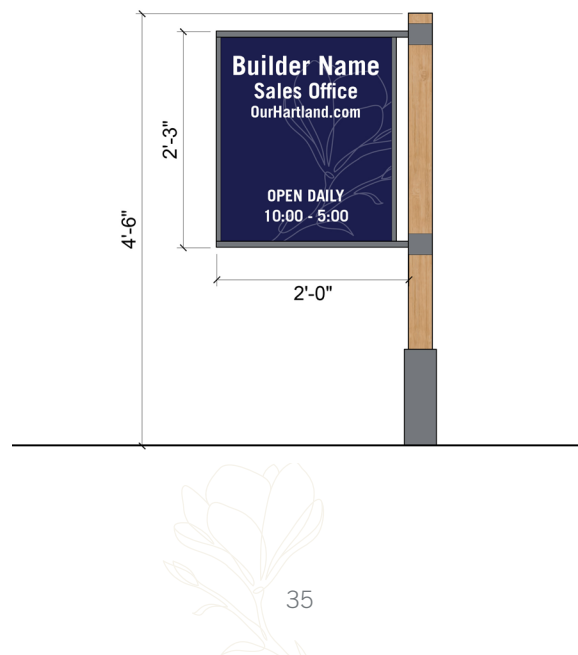
Sign Materials: 0.40" thick powder-coated aluminum sign panel with square tube aluminum frame, bracket assembly fastener, chemically etched graphic panel, direct printed lettering

Text Height: 2.5", 2", 1.5"

Lighting: None

Location

At model home lots only. Sign shall be removed within 15 days of when the home ceases to be a model home. Exact location may change if determined by the Zoning Administrator to be in substantial conformance with the plan.



Temporary Signs

(T-3) MODEL NAME SIGN

The Model Name Sign will state the model home's name while it serves as a model to distinguish it from other models.

Guidelines

Total Aggregate Sign Area: 6 SF / model home lot

Max. Number of Signs: 1 / model home lot

Max. Area of Any One Sign: 6 SF

Max. Height of Background Structure: 2 FT

Illumination Permitted: None

Min. Setback: 5 FT

Type Permitted: Pole Mounted

Max. Height of Sign: 2 FT

Description

Structure: Clear coated cedar post; direct burial/
embedded post

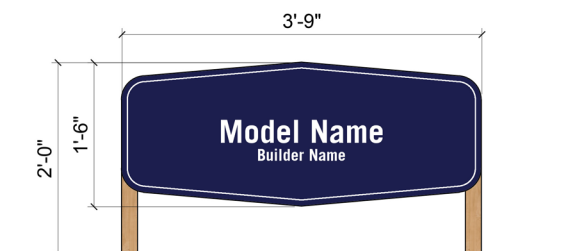
Sign Materials: 6mm polycrystal powder-coated sign
panel, direct printed lettering

Text Height: 3", 1.5"

Lighting: None

Location

At model home lots only. Sign shall be removed within 15 days of when the home ceases to be a model home. Exact location may change if determined by the Zoning Administrator to be in substantial conformance with the plan.



Temporary Signs

(T-4) INDIVIDUAL LOT POST

The Individual Lot Post is a temporary sign used to identify from vehicular ways, the lot number to potential purchasers and also for contractors and deliveries while the house is under construction.

Guidelines

Total Aggregate Sign Area: 1.5 SF / lot

Max. Number of Signs: 1 / lot

Max. Area of Any One Sign: 1.5 SF

Max. Height of Background Structure: 4.5 FT

Illumination Permitted: None

Min. Setback: 5 FT

Type Permitted: Pole Mounted

Max. Height of Sign: 4.5 FT

Description

Structure: white painted PVC post

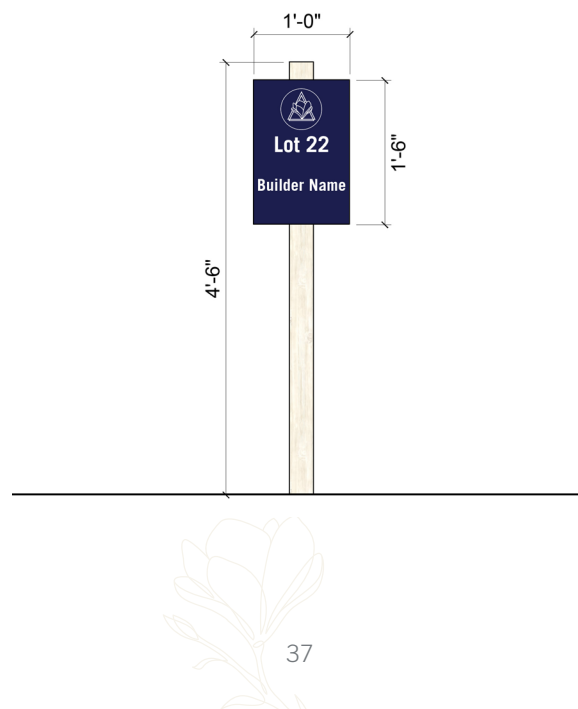
Sign Materials: 4mil coroplast sign, direct printed lettering

Text Height: 2", 1.5"

Lighting: None

Location

On each residential lot available for sale, except model home lots. Sign shall be removed within 15 days of the occupancy of the residence. Exact location may change if determined by the Zoning Administrator to be in substantial conformance with the plan. Not to be located on model home lots that contain T-2 and T-3 signs.



Temporary Signs

(T-5) GREETING CENTER BROCHURE BOX

The Brochure Box will be used at the Visitors/Sales Center to provide a weatherproof place for potential purchasers to retrieve information when the Center is not open.

Guidelines

Max. Number of Signs: 1 / visitors/sales center only

Max. Area of Any One Sign: 3 SF

Max. Height of Background Structure: 6 FT

Illumination Permitted: None

Min. Setback: 5 FT

Type Permitted: Pole Mounted

Max. Height of Sign: 6 FT

Additional Requirements: None

Description

Structure: Clear coated cedar post with square metal sleeve; direct burial/embedded post

Sign Materials: 6mm polymetal powder-coated sign panel, direct printed lettering, with custom brochure box

Lighting: None

Location

At Visitors/Sales Centers only. Sign(s) shall be removed within 15 days of when sales center ceases to be a sales center. Exact location may change if determined by the Zoning Administrator to be in substantial conformance with the plan.

